

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (original): A method for comparing different ad  
2 landing pages, the method comprising:  
3 a) for an ad to be served, selecting one of a plurality of  
4 candidate ad landing pages;  
5 b) assembling the ad to include a link to the selected ad  
6 landing page;  
7 c) serving the assembled ad; and  
8 d) tracking, on a per ad landing page basis, a performance  
9 of the ad.

1 Claim 2 (original): The method of claim 1 wherein the act of  
2 selecting one of a plurality of candidate ad landing pages is  
3 performed in a round-robin manner.

1 Claim 3 (original): The method of claim 1 wherein the act of  
2 selecting one of a plurality of candidate ad landing pages is  
3 performed using a random selection function.

1 Claim 4 (original): The method of claim 1 wherein the  
2 performance of the ad tracked is at least one of conversion per  
3 impression performance, conversion per selection performance,  
4 sales per ad selection, sales per ad impression, earnings per ad  
5 selection, and earnings per ad impression.

1 Claim 5 (original): The method of claim 1 further comprising:  
2 e) determining whether or not to designate one of the  
3 plurality of candidate ad landing pages using their  
4 respective performance and an auto-designation policy; and

5 f) designating the one of the plurality of candidate ad  
6 landing pages if it was determined to designate it.

1 Claim 6 (original): The method of claim 5 wherein the  
2 performance of the ad tracked is at least one of conversion per  
3 impression performance, conversion per selection performance,  
4 sales per ad selection, sales per ad impression, earnings per ad  
5 selection, and earnings per ad impression.

1 Claim 7 (original): The method of claim 1 further comprising:  
2 e) accepting a request for performance information; and  
3 f) providing the per landing page performance information  
4 to the requester.

1 Claim 8 (original): The method of claim 7 wherein the per  
2 landing page performance provided is at least one of conversion  
3 per impression performance, conversion per selection  
4 performance, sales per ad selection, sales per ad impression,  
5 earnings per ad selection, and earnings per ad impression.

1 Claim 9 (original): The method of claim 1 further comprising:  
2 e) accepting a manual ad landing page designation  
3 instruction; and  
4 f) designating one of the plurality of candidate ad  
5 landing pages using the manual ad landing page designation  
6 instruction.

1 Claim 10 (original): The method of claim 9 wherein the  
2 performance of the ad tracked is at least one of conversion per  
3 impression performance, conversion per selection performance,  
4 sales per ad selection, sales per ad impression, earnings per ad  
5 selection, and earnings per ad impression.

1 Claim 11 (original): The method of claim 1 further comprising:  
2 e) normalizing the per ad landing page ad performance to  
3 remove ad landing page independent factors that may  
4 influence the ad performance.

1 Claim 12 (original): The method of claim 1 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 13 (currently amended): A method for comparing different  
2 {ad landing page, ad creative} combinations, the method  
3 comprising:  
4 a) for an ad to be served, selecting one of a plurality of  
5 candidate {ad landing page, ad creative} combinations, at  
6 least some of the combinations including different ad  
7 landing pages;  
8 b) assembling the ad to include the selected ad creative  
9 and the selected ad landing page of the selected {ad  
10 landing page, ad creative} combination;  
11 c) serving the assembled ad; and  
12 d) tracking, on a per {ad landing page, ad creative}  
13 combination basis, a performance of the ad.

1 Claim 14 (original): The method of claim 13 wherein the  
2 performance of the ad tracked is at least one of conversion  
3 performance, sales per ad selection, sales per ad impression,  
4 earnings per ad selection, and earnings per ad impression.

1 Claim 15 (original): The method of claim 13 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 16 (currently amended): A method for comparing different  
2 {ad landing page, ad serving criteria} combinations, the method  
3 comprising:  
4 a) for an ad to be served, selecting one of a plurality of  
5 candidate {ad landing page, ad serving criteria}  
6 combinations, at least some of the combinations including  
7 different ad landing pages;  
8 b) assembling the ad to include the selected ad landing  
9 page of the selected {ad landing page, ad serving criteria}  
10 combination;  
11 c) serving the assembled ad; and  
12 d) tracking, on a per {ad landing page, ad serving  
13 criteria} combination basis, a performance of the ad.

1 Claim 17 (original): The method of claim 16 wherein the  
2 performance of the ad tracked is at least one of conversion  
3 performance, sales per ad selection, sales per ad impression,  
4 earnings per ad selection, and earnings per ad impression.

1 Claim 18 (original): The method of claim 16 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services

5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 19 (original): A method for comparing different types of  
2 ad landing pages, the method comprising:  
3 a) for an ad to be served, selecting one of a plurality of  
4 candidate ad landing pages, wherein each of the plurality  
5 of candidate ad landing pages has a different type;  
6 b) assembling the ad to include the selected ad landing  
7 page;  
8 c) serving the assembled ad; and  
9 d) tracking, on a per ad landing page type basis, a  
10 performance of a set of ads.

1 Claim 20 (original): The method of claim 19 wherein the  
2 different types of ad landing pages have different formatting  
3 styles.

Claims 21-27 (canceled)

1 Claim 28 (original): Apparatus for comparing different ad  
2 landing pages, the apparatus comprising:  
3 a) means for selecting one of a plurality of candidate ad  
4 landing pages for an ad to be served;  
5 b) means for assembling the ad to include a link to the  
6 selected ad landing page;  
7 c) means for serving the assembled ad; and  
8 d) means for tracking, on a per ad landing page basis, a  
9 performance of the ad.

1 Claim 29 (original): The apparatus of claim 28 wherein the  
2 means for selecting one of a plurality of candidate ad landing  
3 pages performs the selection in a round-robin manner.

1 Claim 30 (original): The apparatus of claim 28 wherein the  
2 means for selecting one of a plurality of candidate ad landing  
3 pages performs the selection using a random selection function.

1 Claim 31 (original): The apparatus of claim 28 wherein the  
2 performance of the ad tracked is at least one of conversion per  
3 impression performance, conversion per selection performance,  
4 sales per ad selection, sales per ad impression, earnings per ad  
5 selection, and earnings per ad impression.

1 Claim 32 (original): The apparatus of claim 28 further  
2 comprising:

3 e) means for determining whether or not to designate one  
4 of the plurality of candidate ad landing pages using their  
5 respective performance and an auto-designation policy; and  
6 f) means for designating the one of the plurality of  
7 candidate ad landing pages if it was determined to  
8 designate it.

1 Claim 33 (original): The apparatus of claim 32 wherein the  
2 performance of the ad tracked is at least one of conversion per  
3 impression performance, conversion per selection performance,  
4 sales per ad selection, sales per ad impression, earnings per ad  
5 selection, and earnings per ad impression.

1 Claim 34 (original): The apparatus of claim 28 further  
2 comprising:

- 3 e) means for accepting a request for performance  
4 information; and  
5 f) means for providing the per landing page performance  
6 information to the requester.

1 Claim 35 (original): The apparatus of claim 34 wherein the per  
2 landing page performance provided is at least one of conversion  
3 per impression performance, conversion per selection  
4 performance, sales per ad selection, sales per ad impression,  
5 earnings per ad selection, and earnings per ad impression.

1 Claim 36 (original): The apparatus of claim 28 further  
2 comprising:

- 3 e) means for accepting a manual ad landing page  
4 designation instruction; and  
5 f) means for designating one of the plurality of candidate  
6 ad landing pages using the manual ad landing page  
7 designation instruction.

1 Claim 37 (original): The apparatus of claim 36 wherein the  
2 performance of the ad tracked is at least one of conversion per  
3 impression performance, conversion per selection performance,  
4 sales per ad selection, sales per ad impression, earnings per ad  
5 selection, and earnings per ad impression.

1 Claim 38 (original): The apparatus of claim 28 further  
2 comprising:

- 3 e) means for normalizing the per ad landing page ad  
4 performance to remove ad landing page independent factors  
5 that may influence the ad performance.

1 Claim 39 (original): The apparatus of claim 28 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 40 (currently amended): Apparatus for comparing  
2 different {ad landing page, ad creative} combinations, the  
3 apparatus comprising:  
4 a) means for selecting one of a plurality of candidate {ad  
5 landing page, ad creative} combinations for an ad to be  
6 served, at least some of the combinations including  
7 different ad landing pages;  
8 b) means for assembling the ad to include the selected ad  
9 creative and the selected ad landing page of the selected  
10 {ad landing page, ad creative} combination;  
11 c) means for serving the assembled ad; and  
12 d) means for tracking, on a per {ad landing page, ad  
13 creative} combination basis, a performance of the ad.

1 Claim 41 (original): The apparatus of claim 40 wherein the  
2 performance of the ad tracked is at least one of conversion  
3 performance, sales per ad selection, sales per ad impression,  
4 earnings per ad selection, and earnings per ad impression.

1 Claim 42 (original): The apparatus of claim 40 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different



6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 43 (currently amended): Apparatus for comparing  
2 different {ad landing page, ad serving criteria} combinations,  
3 the apparatus comprising:

4 a) means for selecting one of a plurality of candidate {ad  
5 landing page, ad serving criteria} combinations for an ad  
6 to be served, at least some of the combinations including  
7 different ad landing pages;

8 b) means for assembling the ad to include the selected ad  
9 landing page of the selected {ad landing page, ad serving  
10 criteria} combination;

11 c) means for serving the assembled ad; and

12 d) means for tracking, on a per {ad landing page, ad  
13 serving criteria} combination basis, a performance of the  
14 ad.

1 Claim 44 (original): The apparatus of claim 43 wherein the  
2 performance of the ad tracked is at least one of conversion  
3 performance, sales per ad selection, sales per ad impression,  
4 earnings per ad selection, and earnings per ad impression.

1 Claim 45 (original): The apparatus of claim 43 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 46 (original): Apparatus for comparing different types  
2 of ad landing pages, the apparatus comprising:  
3 a) means for selecting one of a plurality of candidate ad  
4 landing pages, wherein each of the plurality of candidate  
5 ad landing pages has a different type, for an ad to be  
6 served;  
7 b) means for assembling the ad to include the selected ad  
8 landing page;  
9 c) means for serving the assembled ad; and  
10 d) means for tracking, on a per ad landing page type  
11 basis, a performance of a set of ads.

1 Claim 47 (original): The apparatus of claim 46 wherein the  
2 different types of ad landing pages have different formatting  
3 styles.

Claims 48-54 (canceled)